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Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

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DETAILED ACTION

Response to Amendment

Applicant's amendment received on 01/03/2007 is acknowledged and entered. The applicant has amended claims 13 and 24. Currently, claims 13, 16, 18-24 are pending for examination.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claim 13, 16, 19, 20-22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Cannon in view of Stewart et al. (US 6,259,405).

Claim 13.

Cannon teaches a method for printing social expression cards in response to electronically transmitted orders comprising:

preparing electronic personalized product producing data based on instructions provided to a customer prior to preparing the electronic personalized product producing data, the preparing including displaying the instructions to the customer, and entering

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and accepting the information by the customer to prepare the electronic personalized product producing data (col. 12, lines 55-67; col. 16, lines 15-16; col. 16, lines 30-31);

sending the personalized product producing data from the portable hand-held device by wireless communication to a producing facility (col. 18, line 15; col. 16, lines 15-17);

receiving, by wireless communication (col.16, line 15-17), electronic personalized product producing data in a first format (col. 18, line 15) and customer identification information (col. 20, line 28 – term “subscriber” indicated stored customer id);

electronically sequentially storing sets of the personalized product producing data and the customer identification information, each set including a piece of personalized product producing data and a piece of customer identification information (col. 17, lines 56-59);

electronically analyzing each piece of electronic personalized product producing data in the first format and converting it to a piece of electronic data in a second format (col. 17, lines 48-51);

receiving the piece of data in the second format and recording the piece of data in the second format on an output medium to produce a personalized product (col. 17, lines 8-11).

producing the personalized product (col. 19, line 7).

Cannon does teach that said displaying includes displaying on portable handheld device. However, Cannon does teach the use of wireless handheld controller.

Therefore, it would have been obvious to one of ordinary skill in the art at the time the

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invention was made to modify Cannon to include that said displaying includes displaying on a portable handheld device, because it would advantageously allow customers to transmit order request at any convenient for the customer location and time.

Cannon also does not teach that producing of said product takes place at a specified location in order to receive the product; and

automatically notifying a customer of at least one of receipt of the electronic personalized product producing data and completion of the personalized product requested wherein the automated method incorporates the request and producing of the personalized product taking place within a limited, defined geographic area or facility where the customer is located, and delivery of the personalized product to the customer at the location where the personalized product is produced.

Stewart et al. (hereinafter Stewart) teaches geographic based communications service wherein the print job is transferred to the selected printing device, and the service provider may determine the "best" printing device according to the geographic information received (col. 20, lines 5-12)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Cannon to include that producing of said product takes place at a specified location in order to receive the product, as disclosed in Stewart, because it would advantageously allow the user not to wait until reaching an office or other place with appropriate equipment to receive messages and to transmit or print documents prepared by the MU (mobile user) on his portable computing device, thereby providing convenience to the user, as specifically taught by Stewart (col. 1, lines 50-54).

Stewart further teaches said method wherein the user is notified of the completion of the print job (col. 20, lines 30-32).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Cannon to include automatically notifying a customer of a completion of the print job, as specifically taught by Stewart, because it would advantageously allow to the user to employ their portable computing device more effectively and to utilize otherwise idle time, such as time spent waiting at the printing location, thereby providing convenience to the customer, as specifically taught by Stewart (col. 4, lines 24-26).

Claim 16. Cannon teaches all the limitations of claim 16 except for delivering the personalized product produced to a location within the limited, defined geographic area or facility designated by each piece of customer identification information.

Stewart teaches geographic based communications service wherein the mobile user picks up the print job at the nearest printing device, and wherein portable computing device (PCD) is configured to transmit a signal indicating a presence of the PCD as well as identification information indicating the mobile user (col. 20, lines 5-12, col. 2, lines 54-56).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Cannon to include that producing of said product takes place at a specified location in order to receive the product, as disclosed in Stewart, because it would advantageously allow the user not to wait until reaching an office or other place with appropriate equipment to receive messages and to transmit or print

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documents prepared by the MU (mobile user) on his portable computing device, thereby providing convenience to the user, as specifically taught by Stewart (col. 1, lines 50-54).

Claim 19. Stewart teaches said method including the producing and the storing are paired in each of a plurality of locations within the limited, defined geographic area or facility, each piece of e-mail received from each of the customers contains information about the personalized product device's location, designated by each of the customers (col. 20, lines 27-28); and

analyzing the data about the personalized product producing device's location, and transferring the image data to the personalized product producing device installed in a designated producing location, the personalized product producing device at the designated location producing the requested personalized product, and a storage device installed in the designated personalized product producing device, storing the produced personalized product (col. 2, lines 40-65; col. 20, lines 5-15).

The motivation to combine Cannon and Stewart would be to allow the user not to wait until reaching an office or other place with appropriate equipment to receive messages and to transmit or print documents prepared by the MU (mobile user) on his portable computing device, thereby providing convenience to the user, as specifically taught by Stewart (col. 1, lines 50-54).

Claim 20. Stewart teaches said method wherein a personalized product producing system is installed in a plurality of locations within the limited, defined geographic area or facility, and a receiver for receiving the wireless communication is installed in each of the plurality of locations and is allowed to receive only wireless

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communications transmitted from the customers within an area associated with each location of the plurality of locations (col. 20, lines 5-35).

The motivation to combine Cannon and Stewart would be to allow the user to pick up the print job at the nearest location convenient for the user.

Claim 21. Stewart teaches said method including calculating upon receipt of each wireless communication, a number of wireless communications already received and operation condition of a personalized product producing device, and estimated time of completion of the requested personalized product; and automatically returning a wireless communication including the estimated time of completion to each of the customers (col. 20, lines 25-28). The motivation to combine Cannon and Stewart would be to advantageously allow the user to employ their portable computing device more effectively and to utilize otherwise idle time, such as time spent waiting at the printing location, thereby providing convenience to the customer, as specifically taught by Stewart (col. 4, lines 24-26).

Claim 22. See claim 16.

Claims 18 is rejected under 35 U.S.C. 103(a) as being unpatentable over the combination of Cannon and Stewart, as applied to claim 13, in view of Cockrill et al. (US 20030208442).

Claim 18. The combination of Cannon and Stewart teaches all the limitations of claim 18 including storing the produced personalized product in association with the

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customer information (col.5, lines 19-20; col. 18, lines 30-32; col. 20, line 28 – term “subscriber” indicated stored customer information); and

providing the stored personalized product associated with the customer information to each of the customers (col. 18, lines 50-51).

However Cannon and Stewart does not teach authenticating each of the customers based on the customer information; and upon confirmation of authenticity of each of the customers.

Cockrill teaches electronic commerce using a transaction network wherein the network authenticates the customer based on information provided by the customer.

It would have been obvious having ordinary skills in the art at the time the invention was made to modify Cannon and Steawart to include authenticating each of the customers based on the customer information, as disclosed in Cockrill (Abstract, [0013]), because it would allow only authorized users to access the system, thereby enhancing security of the system.

Claims 23 is rejected under 35 U.S.C. 103(a) as being unpatentable over the combination of Cannon and Stewart, as applied to claim 13, in view of Slyster et al. (US 6,174,579).

Claim 23. The combination of Cannon and Stewart teaches all the limitations of claim 13 except that the personalized product is one of a stamp, name card, and sticker/label.

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Slyster et al. (Slyster) teaches printing personalized labels/stickers wherein said stickers could be affixed to the desired object (col. 6, lines 34-51).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Cannon and Stewart to include that said product includes labels, as disclosed in Slyster, because it would advantageously allow to employ said personalized products as a personalized return address label affixed to the greeting card (col. 6, lines 34-51).

Claim 24 is rejected under 35 U.S.C. 103(a) as being unpatentable over Cannon in view of Stewart, and further in view of Slyster.

Claim 24. Cannon teaches a method for printing social expression cards in response to electronically transmitted orders comprising:

preparing electronic personalized product producing data on a portable hand-held device based on instructions provided to a customer, the preparing including displaying the instructions to the customer, and entering and accepting the information by the customer to prepare the electronic personalized product producing data (col. 12, lines 55-67; col. 16, lines 15-16; col. 16, lines 30-31);

sending the personalized product producing data from the portable hand-held device by wireless communication to a producing facility (col. 18, line 15; col. 16, lines 15-17);

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receiving, by wireless communication (col. 16, lines 15-17), electronic personalized product producing data in a first format and customer identification information (col. 20, line 28 – term “subscriber” indicates stored customer id);

electronically sequentially storing sets of the personalized product producing data and the customer identification information, each set including a piece of personalized product producing data and a piece of customer identification information (col. 17, lines 56-59);

electronically analyzing each piece of electronic personalized product producing data in the first format and converting it to a piece of electronic data in a second format (col. 17, lines 48-51);

receiving the piece of data in the second format and recording the piece of data in the second format on an output medium used to produce a personalized product (col. 17, lines 8-11).

Cannon does teach that said displaying includes displaying on portable handheld device. However, Cannon does teach the use of wireless handheld controller.

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Cannon to include that said displaying includes displaying on a portable handheld device, because it would advantageously allow customers to transmit order request at any convenient for the customer location and time.

Also, Cannon does not teach that said product is selected from the group consisting of a stamp, name card, and sticker/label.

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Slyster teaches printing personalized labels/stickers wherein said stickers could be affixed to the desired object (col. 6, lines 34-51).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Cannon and Stewart to include that said product includes labels, as disclosed in Slyster, because it would advantageously allow to employ said personalized products as a personalized return address label affixed to the greeting card (col. 6, lines 34-51).

Cannon also does not teach:

producing the personalized product at a location to be specified in order to receive the product; and

automatically notifying the customer of at least one of receipt of the electronic personalized product producing data and completion of the personalized product requested, wherein the automated method incorporates the request and producing of the personalized product taking place within a limited, defined geographic area or facility where the customer is located, and delivery of the personalized product to the customer at the location where the personalized product is produced.

Stewart et al. (hereinafter Stewart) teaches geographic based communications service wherein the print job is transferred to the selected printing device, and the service provider may determine the "best" printing device according to the geographic information received (col. 20, lines 5-12)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Cannon to include that producing of said product takes

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place at a specified location in order to receive the product, as disclosed in Stewart, because it would advantageously allow the user not to wait until reaching an office or other place with appropriate equipment to receive messages and to transmit or print documents prepared by the MU (mobile user) on his portable computing device, thereby providing convenience to the user, as specifically taught by Stewart (col. 1, lines 50-54).

Stewart further teaches said method wherein the user is notified of the completion of the print job (col. 20, lines 30-32).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Cannon to include automatically notifying a customer of a completion of the print job, as specifically taught by Stewart, because it would advantageously allow to the user to employ their portable computing device more effectively and to utilize otherwise idle time, such as time spent waiting at the printing location, thereby providing convenience to the customer, as specifically taught by Stewart (col. 4, lines 24-26).

Response to Arguments

Applicant's arguments filed 01/03/2007 have been fully considered but they are not persuasive.

In response to Applicant's argument that the prior art does not teach "*preparing electronic personalized product producing data on a portable hand-held device based on instructions provided to a customer prior to preparing the electronic personalized product producing data, the preparing including displaying the instructions to the*

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customer on the portable hand-held device and entering and accepting the information on the portable hand-held device by the customer to prepare the electronic personalized product producing data", it is noted that Cannon teaches preparing electronic personalized product producing data based on instructions provided to a customer prior to preparing the electronic personalized product producing data, the preparing including displaying the instructions to the customer, and entering and accepting the information by the customer to prepare the electronic personalized product producing data (col. 12, lines 55-67; col. 16, lines 15-16; col. 16, lines 30-31). As per portable handheld device, per se, Cannon teaches the user of wireless handheld controller for communication, thereby suggesting said feature.

Applicant argues that converting the data to a piece of electronic data from a first format to a second format in Cannon is different that converting the data to a piece of electronic data from a first format to a second format of the present invention. In this case, the claim language does not limit the claim to a particular format. All what the claim requires is a first format and a second format. Therefore, Cannon explicitly teaches converting fax format (first format) into a PCX image format (second format) (col. 17, lines 49-50; col. 16, lines 46-56).

In response to applicant's argument that there is no suggestion to combine the references, the examiner recognizes that obviousness can only be established by combining or modifying the teachings of the prior art to produce the claimed invention where there is some teaching, suggestion, or motivation to do so found either in the references themselves or in the knowledge generally available to one of ordinary skill in

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the art. See *In re Fine*, 837 F.2d 1071, 5 USPQ2d 1596 (Fed. Cir. 1988) and *In re Jones*, 958 F.2d 347, 21 USPQ2d 1941 (Fed. Cir. 1992). In this case, Cannon and Stewart references both are directed to transmitting order information to a card/document printing location (Cannon, col. 16, lines 46-50; Stewart, col. 3, lines 58-60). The motivation to combine the references would be to allow the user not to wait until reaching an office or other place with appropriate equipment to receive messages and to transmit or print documents prepared by the MU (mobile user) on his portable computing device.

Conclusion

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

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Any inquiry concerning this communication or earlier communications from the examiner should be directed to Mila Airapetian whose telephone number is (571) 272-3202. The examiner can normally be reached on Monday-Friday 9:30 am - 6:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey A. Smith can be reached on (571) 272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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